and Nutrition Board of the Ministry of Women & Child Development is engaged in advocacy, trainings and generating awareness on important nutrition issues among different level of functionaries and the masses.

Increased emphasis on Promotion of appropriate Infant and Young Child Feeding Practices which are as follows:-

- Initiation of breastfeeding immediately after birth, preferably within one hour.
- Exclusive breastfeeding for the first six months
- Complementary feeding and continued breast feeding from six months onwards
- The National Guidelines on Infant and Young Child Feeding have been developed and disseminated all over the country.
- Implementation of The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, also known as the Infant Milk Substitute (IMS) Act

5. Availability of essential food items at subsidized cost through Targeted Public Distribution System, Antodaya Anna Yojna by the Department of Food & Consumer Affairs

6. Other measures include :

- Improving agricultural and horticulture produce
- Improving the purchasing power of the people though various income generating scheme

**National mission for gender conversion and equity**

†2771. SHRI BHAGAT SINGH KOSHYARI: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether work on formation of National Mission for Gender Conversion and Equity which is aimed at the empowerment of women involved in the 100 days agenda of Government has been completed;

(b) if so, the details of the work done by the Mission for empowerment of women; and

(c) if not, by when the Mission would be formed?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA TIRATH): (a) to (c) The actual contours of the proposed National Mission for Empowerment of Women are being worked out and will be finalised after inter ministerial consultations are complete.

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†Original notice of the question was received in Hindi.